

## COMPANY TRADE MISSION QUESTIONNAIRE

### GENERAL INFORMATION

|                                 |   |
|---------------------------------|---|
| Company name                    | Aussie Pet Mobile International, Inc.   |
| Industry                        | Residential Services  |
| Ranking (if any)                | #1 in Misc. Pet Category 2002-2005  |
| Annual sales in USD             | US \$13 million   |
| Number of employees             | 24  |
| Number of units in U.S.         | Over 300  |
| Number of units internationally | 10 Countries  |
| Year founded                    | 1999 (Aussie Pet Mobile, Inc.)  |
| Main competitors                | None on a national or branded level   |
| Countries operating in:         | USA, Canada, China, Korea, Germany, Hong Kong, Ireland, Japan, Mexico, United Kingdom |

### FRANCHISE PROGRAM

|   |  |
|---|--|
| What is your product or service?  | Professional, mobile pet grooming services provided at the customer's home and convenience by appointment.   |
| What are your market advantages?  | Strongly branded dominant market leader; high level of repeat business, subscription revenue model, proprietary vehicle design. Convenience and professional service for our customers, comfort and safety for their pets. |
| What year did you start franchising?  | 1999   |
| What form of franchise contract do you offer? (Master / Area Development / Other) | Master Franchise Agreement   |
| How long is your training?  | 7 days initial training plus in-country business launch support  |

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|---|---|
| <b>Where is the training done?</b>  | Dana Point, California and in Master Franchisee's country   |
| <b>What is your international on-going support?</b>                       | We sponsor the costs related to our Master Franchisee bringing three local candidates on an individual basis to California for Discovery Day. This is to help the Master Franchisee finalize their initial franchise agreements. Plus, we offer two in-country support visits per year for 20 years. Our 24/7 intranet and international conferences.   |
| <b>What are some unique selling points of your franchise opportunity?</b> | Strongly branded and highly dominant market leader. Only international brand in our commercial sector and only national brand in the US. High level of repeat business, subscription revenue model, proprietary vehicle design. Our Master Franchise model allows for rapid recovery of initial investment of Master Franchisees. We have consistently received recognition from franchise experts and publications as a superior franchise organization. |

## PROSPECT QUALIFICATION

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| <b>Financial requirements</b>                                 | Min. net worth <i>€ 1.5 million</i><br>Min. required investment <i>€ 250k-500k</i><br>Min. operating capital <i>€ 100k</i>                                     |
| <b>Industries where potential franchisees could be found?</b> | Successful executives and entrepreneurs particularly from these sectors<br>1) Residential and Home Care Services<br>2) Residential B2C distribution businesses |

|                                |  |
|--------------------------------|--|
|                                | <p>3) Vehicle based services</p> <ul style="list-style-type: none"> <li>• Existing Master Licensees and Franchisors</li> <li>• Franchisees of significant stature in-country</li> </ul>  |
| Profile of the ideal candidate | <ul style="list-style-type: none"> <li>• Proactive business development executive with successful track record</li> <li>• Entrepreneurs who want to master their own destiny</li> <li>• Strong sales / marketing skills and experience</li> <li>• Understands the value of new concepts and a proven business system</li> <li>• Capital to invest of €250k – 500k</li> <li>• Speaks English</li> </ul> |
| Additional requirements        | <p>We work with best with candidates that are prepared to make a decision and take action once they realize this is the opportunity for them.</p>  |

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